

REMARKS

Upon entry of the above amendments, Claim 13 will be amended. Claims 3-22 are pending in the present application. Claims 3 and 13 are independent claims. Applicant respectfully requests reconsideration and allowance in view of the foregoing amendments and the following remarks.

Entry of this Amendment is proper under 37 C.F.R. 116 because the amendments: (a) place the application in condition for allowance for the reasons discussed herein; (b) do not raise any new issues that would require further consideration and/or search as the amendments and arguments presented merely amplify issues previously discussed throughout prosecution; and (c) place the application in better form for an appeal, should an appeal be necessary. The amendments are necessary and were not earlier presented as they are in response to new grounds of rejection entered in the Final Rejection. Applicants respectfully request entry of the Amendment.

Claims 13-22 are rejected under 35 U.S.C. § 101 as allegedly being directed to non-statutory subject matter. Applicant respectfully traverses this rejection.

Applicant has amended Claim 13 to add steps providing a computer useable medium; and a computer device having a processor; wherein the computer useable medium carries thereon classifieds advertising software, which, when executed by the processor, causes the processor to carry out remaining steps.

Applicant respectfully submits that this rejection is overcome and respectfully requests reconsideration and withdrawal of this rejection of Claims 13-22 under 35 U.S.C. § 101 as being directed to non-statutory subject matter.

Claims 14-22 are rejected under 35 U.S.C. § 112, second paragraph, as allegedly being indefinite because there is insufficient antecedent basis for "the system" in Claims 14-20 and 22.

Applicant has amended Claim 13 to provide antecedent basis for "the system" set forth in Claims 14-20 and 22.

Applicant respectfully requests reconsideration and withdrawal of this rejection of Claims 14-22 under 35, U.S.C. § 112, second paragraph.

Claims 3-22 are rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by Minte et al. (U.S. Patent Application Publication No. US 2002/0046118 A1). Applicant respectfully traverses this rejection.

Applicant has amended Claims 3 and 13 to more particularly set forth the claimed invention. Applicant respectfully submits that the amendments to the claims overcome this rejection, are fully supported by the original disclosure, and introduce no new matter therewith.

Amended independent Claim 3 recites an electronic classified advertising system, and amended independent Claim 13 recites an electronic classified advertising method that each carry out steps including providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus, providing each section menu with a SEARCH ADS link, providing each section menu with a PLACE ADS link, providing each

section menu with an EDIT ADS link, providing each section menu with a MY PROFILE link, providing each section menu with a MY CHECKLIST link, providing each section menu with an AUTO NOTIFY link, providing each section menu with a HELP link, providing each section menu with a BROWSE ADS link, providing each section menu with an ADVANCED SEARCH link, providing each section menu with a POWER SEARCH link, publishing a classified advertisement, searching for classified ads by category and subcategory, posting new classified ads by end users, modifying, renewing, and deleting classified ads by end users, creating, modifying, and deleting a personal search agent to automatically send new classified ads by email that match predefined criteria, establishing advertisement response criteria; and privately and securely responding to electronic classified advertising.

Minte et al. describes an advertising method that couples advertising content of several advertising media together, one of the media being the World Wide Web. Identifiers are included in initial advertisements placed in Web and non-Web media, and direct a Web site that is a collection of linked Web-pages containing additional information relating to the initial advertisements to a Web site that is a collection of linked Web-pages containing additional information relating to the initial advertisements. The viewer can click on advertisement-specific buttons to get further information about one or more of the products or services advertised in the initial advertisement.

The Examiner asserts that Minte et al. teaches the features set forth in Claims 3 and 13 and refers to paragraphs 0011, 0015, 0019, 0025, 0026, 0031, 0032, 0035, 0036, and 0044-0047 as areas in Minte et al. where the features of Claims 3 and 13 are set forth. Applicant has fully reviewed these portions of Minte et al. and respectfully submits that

these portions of Minte et al. do not teach or reasonably suggest the features set forth in independent Claims 3 and 13. In particular, Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a SEARCH ADS link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a PLACE ADS link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with an EDIT ADS link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a MY PROFILE link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a MY CHECKLIST link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with an AUTO NOTIFY link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a HELP link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with an ADVANCED SEARCH link. Applicant respectfully requests the Examiner to specify where Minte et al. teaches or reasonably suggests providing each section menu with a POWER SEARCH link.

It is well known that for a reference to anticipate a claim under 35 U.S.C. § 102(e) there "must be no difference between the claimed invention and the reference disclosure, as viewed by a person of ordinary skill in the field of the invention" (see *Scripps Clinic & Research Foundation v. Genentech Inc.*, 18 USPQ 2d 1001, 1010 (Fed. Cir. 1991)).

Applicant respectfully submits that Minte et al. fails to anticipate and provides no motivation whatsoever to modify the teachings thereof to provide an electronic classified advertising system, or an electronic classified advertising method that each carry out steps including providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus, providing each section menu with a SEARCH ADS link, providing each section menu with a PLACE ADS link, providing each section menu with an EDIT ADS link, providing each section menu with a MY PROFILE link, providing each section menu with a MY CHECKLIST link, providing each section menu with an AUTO NOTIFY link, providing each section menu with a HELP link, providing each section menu with a BROWSE ADS link, providing each section menu with an ADVANCED SEARCH link, providing each section menu with a POWER SEARCH link, publishing a classified advertisement, searching for classified ads by category and subcategory, posting new classified ads by end users, modifying, renewing, and deleting classified ads by end users, creating, modifying, and deleting a personal search agent to automatically send new classified ads by email that match predefined criteria, establishing advertisement response criteria; and privately and securely responding to electronic classified advertising, as Claims 3 and 13 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 4 and 14, respectively. Dependent Claims 4 and 14 recite that the step

of providing each section menu with a SEARCH ADS link further carries out steps including searching for classified ads in the system by section (category) and subcategory.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 4 and 14 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 5 and 15, respectively. Dependent Claims 5 and 15 recite that the step of providing each section menu with a PLACE ADS link further carries out steps including posting new classified ads to the system.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 5 and 15 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 6 and 16, respectively. Dependent Claims 6 and 16 recite that the step of providing each section menu with a EDIT ADS link further carries out steps including modifying, renewing, deleting, or adding or modifying multimedia files to classified ads on the system.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 6 and 16 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 7 and 17, respectively. Dependent Claims 7 and 17 recite that the step

of providing each section menu with a MY PROFILE link further carries out steps including registering for an account or updating registration information for an account on the system.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 7 and 17 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 8 and 18, respectively. Dependent Claims 8 and 18 recite that the step of providing each section menu with a MY CHECKLIST link further carries out steps including displaying all classified ads that have been marked for future recall and viewing by the system.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 8 and 18 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 9 and 19, respectively. Dependent Claims 9 and 19 recite that the step of providing each section menu with an AUTO NOTIFY link further carries out steps including creating, modifying, or deleting a personal search agent that automatically sends new classified ads on the system by email that match pre-defined criteria.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 9 and 19 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 10 and 20, respectively. Dependent Claims 10 and 20 recite that the step of providing each section menu with a BROWSE ADS link further carries out steps including presenting a list of all classified ads on the system.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 4 and 14 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 11 and 21, respectively. Dependent Claims 11 and 21 recite that the step of providing each section menu with an ADVANCED SEARCH link further carries out steps including searching for classified ads using keyword searching, Boolean options searching, case-sensitive searching, date-ranging searching, or searching with imagery.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 11 and 21 require.

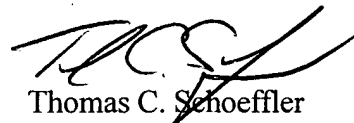
Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 12 and 22, respectively. Dependent Claims 12 and 22 recite that the step of providing each section menu with a POWER SEARCH link further carries out steps including searching for classified ads in the system based on specific criteria and within ranges.

Applicant respectfully submits that Minte et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 12 and 22 require.

Applicant respectfully submits that the proposed amendments made herein properly respond to the outstanding Final Rejection and represent a *bona fide* effort to satisfactorily conclude the prosecution of this application. Care has been exercised to insure that no new matter has been introduced and that no new issues have been raised that would require further consideration or search. It is felt that no inordinate amount of time will be required on the part of the Examiner to review and consider this amendment. In the event that the application is not allowed, it is requested that this amendment be entered for purposes of appeal.

For the foregoing reasons, Applicant respectfully submits that the present application is in condition for allowance. If such is not the case, the Examiner is requested to kindly contact the undersigned in an effort to satisfactorily conclude the prosecution of this application.

Respectfully submitted,


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